



# Why & How to be involved in public policy

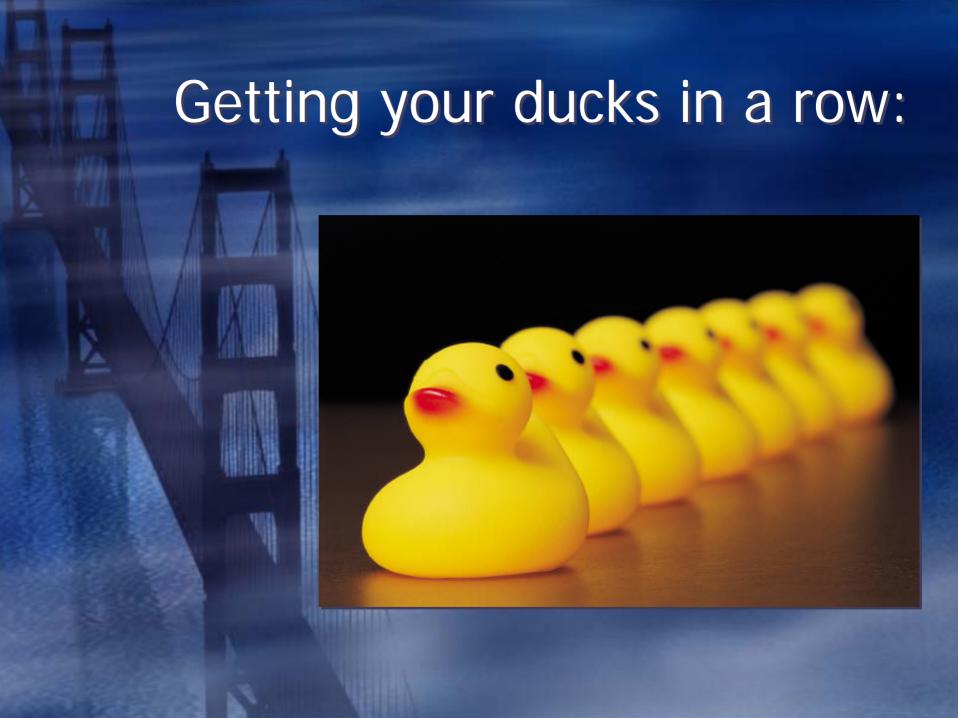
 In pursuing public policy issues and working with decisionmakers, there is a formula for winning -- understand the legal perimeters, clarify the goal, establish a strategy, and put it all together to wholeheartedly pursue victory. This workshop is designed to help you learn and practice the formula.



## Choosing an Issue --- Will the issue:

- Improve people's lives
- Give people a sense of power
- Alter the relations of power
- Be worthwhile
- Be winnable
- Be widely felt
- Be deeply felt
- Be easy to understand
- Have a clear target

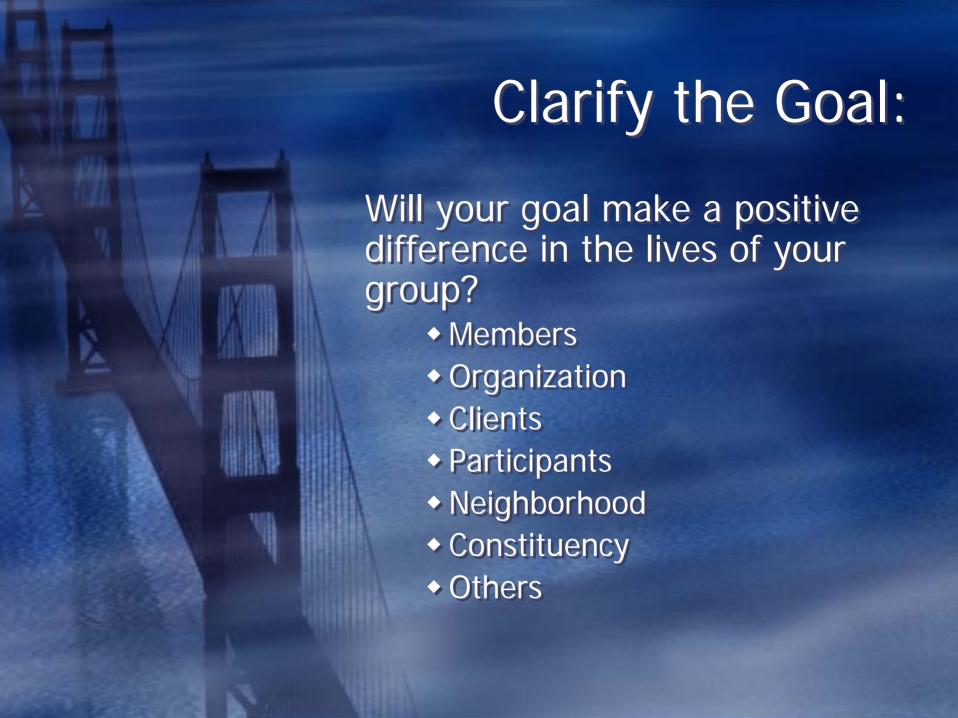
- Have a workable time frame
- Be non-devisive
- Build leadership
- Position your organization for next campaign
- Have a pocketbook angle
- Raise money
- Be consistent with your values and vision





#### Establish a Strategy:

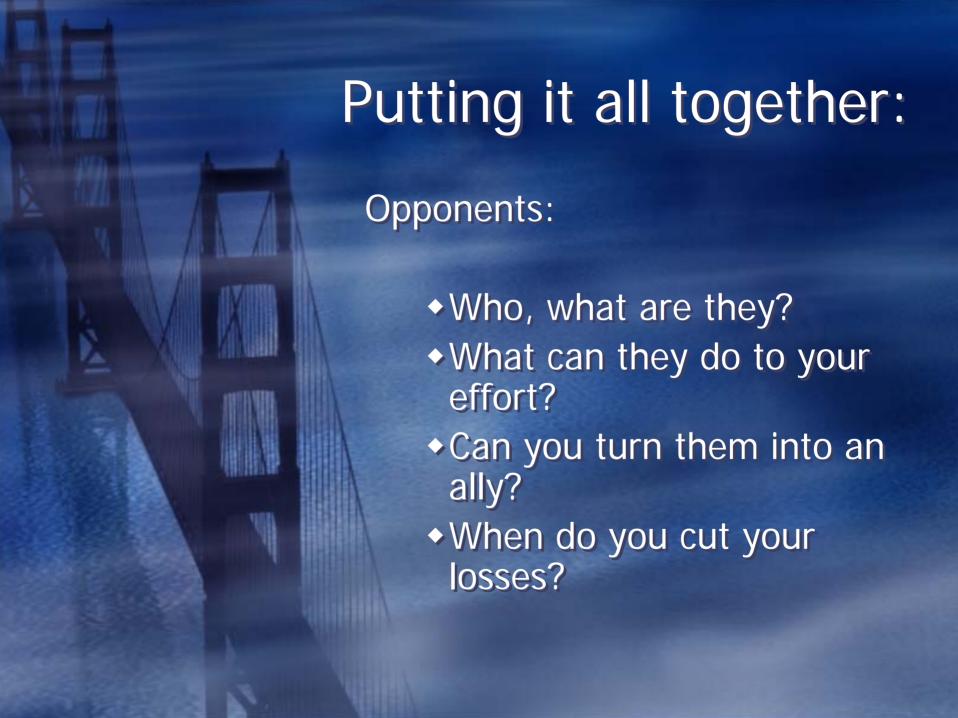
- Understand & clarify what you want to accomplish
- Assess available organizational tools
- Determine supportive allies and partners
- Determine opponents
- Target decision-makers
- Identify opportunities and actions to advance objectives











#### Targeting decision-makers:

- Primary -- Those who can give you what you want? Your power relationship?
- Secondary -- Those who can get you to a primary target. Your power relationship?
- ◆ Tools: Citizens Guide to Gov't

www.legislature.mi.gov/documents/Publications/CitizensGuide.pdf



Tactics: use with each target to make your power felt.

- Related to the goal
- Backed by power
- Understood by membership
- ◆ Creative & fun
- Flexible

"The more pressure the tactic applies, the more powerful the organization must be" (Bobo, et. al. 1991).





Actions for Information & Demands:

- Using Media
- Bringing the Party to the decisionmaker's office
- Letters, post-cards, faxes, e-mails, phone calls (hourly, daily, weekly, monthly)

"An action is a low- to medium-power tactic ... more useful in the opening phases of a campaign" (Bobo, et.al, 1991).





### Strategic Media:

- 1. Planning a campaign
- 2. Moving issues in the media
- 3. Building press strategies
- 4. Framing the debate
- 5. Developing press lines
- 6. Understanding media
- 7. Picking spokespeople
- 8. Maintaining press contacts
- 9. Developing quality materials
- 10. Targeting your message to the right audience.

Review - Revise - Repeat





### Strategic Media:

#### Press calls

- Respect deadlines open call with "are you on deadline?" If yes, ask when a good time to call might be.
- Be organized: Have background information and names/numbers of spokespeople handy.
- Ask reporter for correct fax and email address to send releases to.
- Use a checklist to remember to get pertinent information on reporter and/or media outlet, i.e., names and contact information.







#### Media Briefings:

 Walk through session in advance: Make sure receptionist knows your whereabouts for event.

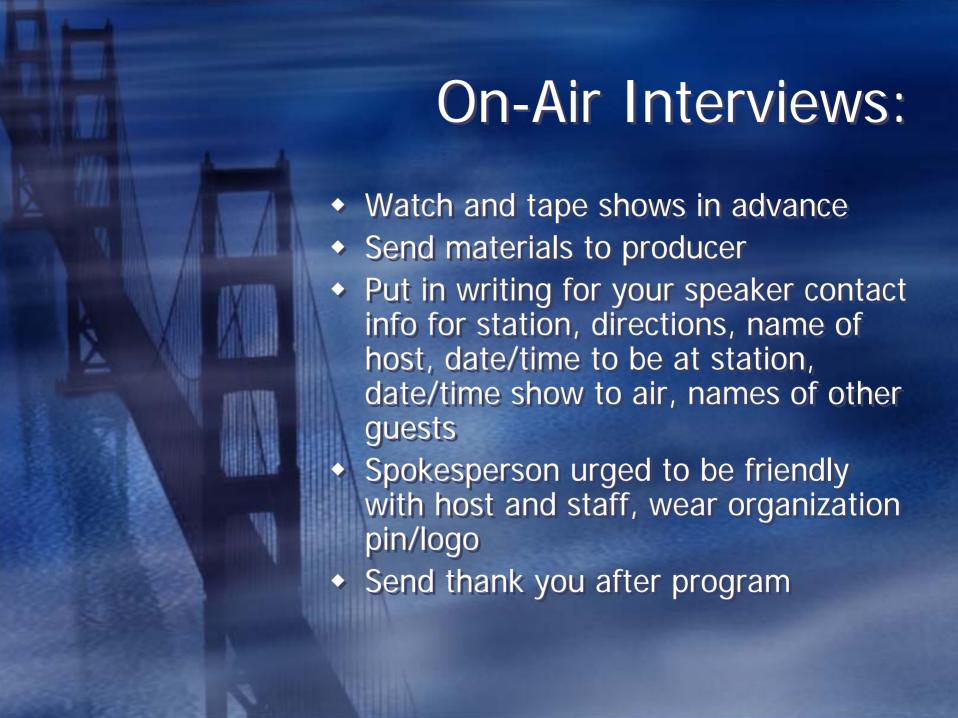
- During the briefing:
  - Introductions
  - Offer refreshments
  - Facilitate meeting
  - Record attendance
  - Follow-up phone calls or send materials after event.





#### Press Conferences:

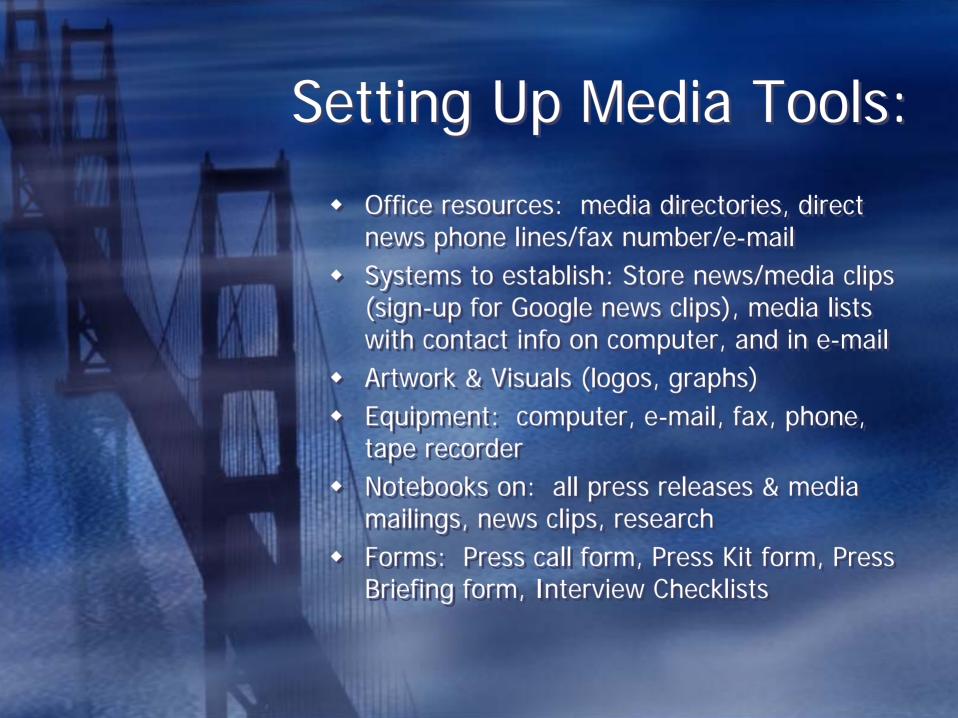
- One week before: Check facility, equipment, send out media alert
- Day before:
  - Solidify speaker line-up and talking points
  - call media and urge attendance check wire service daybooks
  - produce all materials and extra copies
  - Review site details
  - Type up speaker list and titles
- Morning of Press Conference:
  - Follow-up calls to assignment desks
  - Check room and walk through with speakers.





#### Print Interviews:

- In advance: brief reporter on org goals, give reporter materials, kits, bios, GET prior articles written by reporter.
- Ask if spokesperson to be interviewed by phone/in person.
- Who else being interviewed?
- Photo? Bring one or do they take one?
- Length of interview
- When will piece run?
- During interview, press staff or volunteer should sit in and take notes.





Actions Educating Legislators & Staff:

- Schedule meetings: Office, district, offer site visit.
- Provide expert research and 1-page summary
- Send cards, letters, e-mail, faxes
- Invite, follow-up, give your message
- Request media coverage
- Be fair, respectful, hospitable
- Get in the game and stay in the game
- Review Revise Repeat



### **Budgeting:**

Event:

Income:

Fees \$\_\_\_x\_\_# participants

Ads \$\_\_\_x\_\_# ads

Other \$\_\_\_x\_\_#

Expenses:

Meals \$\_\_x\_#participants
All other supplies, fees, staff
(list line-by-line)

est. revenue

= \$\_\_\_\_

= \_\_\_\_

=

Total: \$\_\_\_\_\_

est. expense

= \$\_\_\_\_

= \_\_\_\_\_\_

Total: \$\_\_\_\_\_

Do estimated and actual revenue/expense.

Actual Total Income - Total Expense = \$ Profit/loss





